To: 1710 - Pittsburgh ROU, 1210 - New York ROU (ALVICHA), 1310 - Philadelphia ROU (METZG)
From: Kuruc, Nick
Posted: 3/21/97 10:25
Opened: 3/21/97 11:15
Subject: Pathmark Stores Inc. (0522-00-00)

RE: April WINSTON Electronic Coupon

ROU's: Please copy to all applicable Retail Representatives

Listed below are details regarding a scanning buy down scheduled for the month of April:

Program: $2 carton/$.20 pack scanning buy down on all WINSTON Brand Styles

Dates: April 1-30

In Store Advertising: Pathmark to provide to all stores special pricing pieces to be placed under WINSTON Brands on the pack and carton fixtures.

Field Sales POS: Place additional price marked POS as stores are contacted during April.

Note: Pathmark Electronic Coupon books are available to customers as they enter each store. A WINSTON "Electronic Coupon" has been placed in this book.

Additional WINSTON Product will be sent to higher volume stores for this Program.

CC: Waechter, Liane, 1700 - Pittsburgh Region, McHugh, Michael, Dibenedetto, Charles A., Brandt, Kevin E., Brown, Greg, Figueroa, David A., Agner, Edward, 1200 - New York Region (SCULLYA), Klein, John F., 1300 - Philadelphia Region (SWEETD), 1600 - Buffalo Region (BURRELL), 1610 - Buffalo ROU (BRZEZIE), Alese, Louann F., Roth, Kari L., FELTMAJ

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